

BEAUTY PARADE

The World's Loveliest Girls

MAY
25¢



**DAMES CAN
BE POISON!**



Close-out! 3 POWER ALL-METAL BINOCULARS

These are the very same 3-power all-metal Binoculars that we formerly sold for \$9.95. In fact thousands were sold at that price. Yet now on this sensational "close-out offer," you can get a pair of these powerful Binoculars complete with beautiful carrying case as shown for the amazing low price of only \$3.98. Think of it—that's a saving of \$6.00. How can you lose with such a bargain. But you will miss out entirely unless you hurry . . . for every sportsman, hunter and motorist will want to own a pair at this close-out price. It will be first come, first served while the supply lasts. So rush your order today on the coupon below.

These Binoculars are beautifully made. They have optically ground and polished lenses and adjustable focusing wheel. The sturdy metal barrels are handsomely covered in pebble grain leatherette effect and every pair comes complete with a simulated saddle leather carrying case and adjustable shoulder strap as pictured.

Formerly Sold for \$9.95

NOW! On This Close-Out Offer!

only \$3.98



- ★ Smartly Styled . . . All Metal Construction
- ★ Powerful — Optically Ground and Polished Lenses
- ★ Draw Tubes Plated
- ★ Black Ebony Finish
- ★ Trimmed in Pebble Grained Leatherette Effect
- ★ Molded Focusing Wheel
- ★ Height—Closed 5 1/4", Open 6"
- ★ Weight One lb. with Carrying Case

"Enjoy Front Row Seats From Way Back"

You'll get the thrill of a lifetime when you take your first look through these powerful Binoculars. It's positively amazing how well you can see. Makes distant objects appear close—brings them up to you—clear and sharp! You'll want to take these Binoculars with you on hunting trips, to sporting events, to the ocean and seaside. You'll be able to see people and wild life from a distance and watch what they're doing when they can't see you. Enjoy front row seats from way back!

USE FOR 10 DAYS ON MONEY BACK GUARANTEE!

So positive are we that you'll be more than thrilled and delighted with the performance, power, and beauty of these Binoculars that we send them to you on a generous 10-day no risk money back guarantee. **SEND NO MONEY!** Just fill out and mail the coupon today. The postman will deliver your Binoculars complete with the handsome Carrying Case C.O.D. in a few days' time. Then, when they're actually in your hands, we want you to use them for 10 full days with the understanding that your money will be promptly refunded if you're not more than satisfied with them in every respect. Don't delay a single day if you want to own a pair. Rush the coupon today without fail.

SEND NO MONEY—RUSH THIS COUPON!

ILLINOIS MERCHANDISE CO., Dept. 6400-E
1227 Loyola Ave., Chicago 26, Illinois

Gentlemen: Rush me a pair of all metal Binoculars complete with Carrying Case as described above, on your no-risk 10 day Money Back Guarantee offer. I will pay the Postman \$3.98 plus postage. It is understood that if I am not completely satisfied I will return them to you within 10 days for refund.

NAME

ADDRESS

CITY STATE

☐ I enclose \$3.98. Please rush the Binoculars and Carrying Case to me all postage charges prepaid.

WHAT YOU CAN DO ABOUT PIMPLES

Acne, Blackheads, and other externally caused Skin Blemishes



WHEN pimply skin is your problem, the first thing to get straight is that you can and *should* do something about it. To develop the attractiveness of your face is not mere vanity. It is an "open sesame" towards bringing the real YOU closer to other people and giving your personality the poise and confidence it needs. Your good qualities—intelligence, character, dignity—all go to naught...are completely cancelled out by a skin that "nobody loves to touch." Remember, the YOU that people see first is your face.

SKIN PROBLEMS

DEMAND IMMEDIATE CARE

Medical statistics tell us that blemished skin usually occurs from adolescence on through adult life. The problem at the adolescent stage is serious enough to deserve attentive care as a family matter. In adulthood, when life's responsibilities are so much weightier, it is doubly important to exert great effort to eliminate these blemishes. And, there is no better time to get pimples under control than now.

DON'T ABUSE SKIN

The first instinctive reaction to pimples and blackheads is to squeeze them out with your fingers. A bit of experimentation along these lines soon provides convincing proof that this succeeds only in inflaming your skin and spreading the infection. Under no circumstances should pimples and blackheads ever be squeezed.



MICROSCOPE SHOWS IMPORTANT BASIS FOR EXTERNALLY CAUSED PIMPLES AND BLACKHEADS

Let's take a look through the microscope to see what's behind those unsightly pimples. The high-powered lenses show your skin coated with a covering which originated from two sources—one, internally and the other, externally.

The internal substances on your skin include dead cells, residue from the sweat glands, and a high quantity of oil excreted by the sebaceous glands. A most important factor in skin disorders occurs when thousands of these tiny sebaceous glands discharge more oil than the skin can use for lubrication. Unless special care is given, the oil forms a heavy film which attracts foreign matter to your skin much as any oil mop picks up dust. These infectious external substances may be classified into three general groups:

1. Airborne materials such as dust, pollens, condensation products of smoke, vapors, etc.
2. Materials brought in contact with the skin, such as tiny fragments of clothing, bedding, cosmetics.
3. Micro-organisms such as bacteria and fungi.

See the difference between a healthy skin and a pimply skin in the microscopic reproductions below.



A. Normal skin **B. Sick, pimply skin**
Diagram A shows a normal-size, smoothly functioning sebaceous gland. Diagram B pictures sick, pimply skin. Notice that the sebaceous gland is a swollen mass of trapped oil, waste and infectious bacteria.

TRY THIS SENSIBLE WAY

Two sensible aims to achieve in controlling this skin condition are: to clear the pores of clogging matter, and to inhibit the excessive oiliness of the skin. Toward these ends, Dornol Products' research makes available two formulas. One is to aid in thorough cleansing by highly detergent penetration which simplifies the removal of waste and foreign matter. The other is to discourage oiliness with clinically-proved ingredients, and to kill infec-

tious bacteria often associated with externally caused pimples and blackheads.

BLEMISHES COVERED UP

To remove the distressing embarrassment of these skin blemishes, the second Dornol formula exerts a "cover-up" action on your broken out skin while the medication does its work. This, plus its pleasant odor, will spare you the mental distress which is associated with unsightly, malodorous, medicated preparations. Imagine! You can apply this Dornol formula to your skin by day and face the immediate present with greater confidence in your appearance, while secure in the knowledge that medication is acting to remove old blemishes and keep away new ones. What this "cover-up" action alone is worth in peace of mind is beyond calculation. No longer need prying eyes make you wince with humiliation and misery. Now because of this wonderful feature of the Dornol treatment, you can put your best foot forward...at once!

SATISFACTION GUARANTEED

OR

DOUBLE YOUR MONEY BACK

We know what the Dornol treatment has done for others, so we want you to try it at our risk. A few minutes a day invested in our treatment can yield more gratifying results than you ever dared hope for. This is what we say to you: If you are not delighted in every way by the improved condition and general appearance of your skin in just 10 days, simply return the unused portion and we will refund not only the price you paid—but **DOUBLE YOUR MONEY BACK!** Can anything be fairer than that? You have everything to gain...and we take all the risk!

How to get the Dornol Treatment

Immediately! Just send your name and address to DORNOL PRODUCTS, INC., Dept. 6318, 4257 Katonah Avenue, New York 66, N. Y. Be sure to print clearly. By return mail we will ship the Dornol treatment to you in a plain package. When postman delivers the package, pay only \$1.98 plus postage. Or, if you wish to save postal fee, send \$2 now and we will pay postage. Which ever way you order, the **DOUBLE REFUND GUARANTEE** still prevails. Don't delay another minute, send for the Dornol Medicated Skin treatment with "cover-up" feature...at once! Sorry, no Canadian C.O.D.'s.



Page 12



Page 32



Page 14



Page 24



Page 26



Page 34



Page 30

BEAUTY PARADE

Trade-Mark Reg. U. S. Pat. Off.

Contents



VOLUME 9 MAY 1950 NUMBER 2

L. Bennett, Editor

Art Direction by Reale

	Page
GLAMOUR GAL TO COW GAL	8
SCHOOL DAZE	10
MY GAL FRIDAY	12
TROPIC CAN CAN	14
DAMES IS POISON	16
VELVET VIXEN	18
WHAT'S THIS?	20
PRIVATE, KEEP OUT	22
MR. SIX BY SIX	24
KEYHOLE LOVELIES	26
HOT ICE	28
FOUR OF A KIND	30
DANCING CYCLONE	32
SHE'LL DO IT EVERY TIME	34
SUGAR 'N' SPICE	36
INQUIRING REPORTER	38
PIX OF THE MONTH	39
NOTES TO YOU	48
TWO HEADS ARE BETTER THAN ONE	50
JUNGLE JAZZ	54
PIN-UPS	40, 43, 46, 52, 57



Beauty Parade is published bi-monthly by Beauty Parade, Inc., 201 West 52nd Street, New York, N. Y. Copyright 1950 by Beauty Parade, Inc. Entered as second-class matter August 26, 1948, at the post office at New York, N. Y., under the act of March 3, 1879. Single copy 25c—Yearly subscription \$1.50—Foreign subscription \$2.50. All rights reserved by Beauty Parade, Inc. All material submitted will be given careful attention, but such material must be accompanied by sufficient postage for return and is submitted at the author's risk. Printed in U. S. A.

THROUGH THESE PAGES PASS THE MOST BEAUTIFUL GIRLS IN THE WORLD

GETTING BALD?

GROW MORE VIRILE HAIR



It took years of research, and months and months of experimenting to create the new amazing scientific HAIR RESEARCH FORMULA. Don't delay, order it today!

IN 30 DAYS OR YOU DON'T PAY A CENT!

MOST BALD PEOPLE COULD HAVE SAVED THEIR HAIR HAD THEY ACTED IN TIME!

ONCE YOU NOTICE SYMPTOMS OF TOO MUCH HAIR IN YOUR COMBINGS, HEAD ODORS, ITCHY SCALP, EXCESS DRYNESS, OILINESS

ACT IMMEDIATELY!

BEWARE OF TOO MUCH HAIR IN YOUR COMB—IT'S A DANGEROUS SIGN!

Once you are BALD it's too late, nothing can help you, not even the HAIR RESEARCH FORMULA! So don't delay, delay may cost you your hair! The new AMAZING SCIENTIFIC HAIR RESEARCH FORMULA KEEPS YOUR SICK SCALP FREE OF ITCHY DANDRUFF, seborrhea and STOPS THE HAIR LOSS THEY CAUSE.

KILL THESE HAIR DESTROYING GERMS! NOTHING KNOWN TO MEDICAL SCIENCE CAN DO MORE TO SAVE YOUR HAIR.



1. Pityrosporum Ovale 2. Staphylococcus Albus 3. Cornnebacterium Acnes

The HAIR RESEARCH FORMULA kills the hair destroying germs (1) Pityrosporum Ovale, (2) Staphylococcus Albus and (3) Cornnebacterium Acnes. Leading dermatologists feel that in killing these germs you rid yourself of the scalp conditions that result in BALDNESS!



GIVE YOUR HAIR THE CARE IT DESERVES, order your hair research formula today!

KILL THESE GERMS, DON'T RISK LETTING THEM KILL YOUR HAIR GROWTH! The HAIR RESEARCH FORMULA has been extremely successful with "DIFFICULT" hair and scalp conditions! Almost at once your hair looks THICKER, MORE ATTRACTIVE AND ALIVE! Thousands of men and women who never got over being skeptical and delayed using the HAIR RESEARCH FORMULA are now BALD! But thousands upon thousands more have been skeptical at first and tested, tried and proved what we say, they now have THICKER, HEALTHIER HAIR, hair they can be proud of. Read their letters of praise, study the guarantee and ACT IMMEDIATELY before it's too late! So resultful is the new and improved amazing HAIR RESEARCH FORMULA that you will GROW MORE VIRILE HAIR WITHIN 30 DAYS or you return the unused portion and your money will be refunded!

BETTER RESULTS FROM NEW FORMULA THE HAIR RESEARCH FORMULA is an exclusive laboratory-created formula. It has been tested and proved. Nothing can do more to GROW more virile HAIR, to SAVE your hair, DON'T DARE TO DELAY! MAIL COUPON and test it at home for 10 days FREE at our expense!



TESTED AND PROVED BY MEN AND WOMEN ALL OVER THE U.S.A.

"In 30 days my hair started to grow in thicker and my scalp felt better than it did in years." H.N., New York City.

"No professional treatment or hair preparation has done as much for my falling hair, my hair stopped falling out and I now have more virile hair." J.P., Springfield, Mass.

"I used to find a lot of hair in my comb every time I combed my hair, but now I hardly ever see hair on my comb. It's amazing." H.T., Chicago, Ill.

"I admit I was skeptical at first, but now I am convinced that everything you say is true." N.F., Kansas City, Mo.

"My barber recommended it to me and now my hair stopped falling out and is much more thicker." D.L., Los Angeles.

"My doctor told me about it and now I find it's the best thing I ever used, it saved my hair, my hair looks thicker, more attractive and alive." G.W., Miami, Fla.

SENT ON APPROVAL!

Hair Research Co., Dept. 58
1025 Broad Street, Newark, New Jersey

Rush one month's supply of your NEW AND IMPROVED AMAZING SCIENTIFIC HAIR RESEARCH FORMULA AT ONCE. I enclose \$2. cash, check or money order, ship prepaid. My money will be refunded if not satisfied.

Name

Address

City State

I enclose \$5. Send three months' supply. I understand it not delighted with the NEW AND IMPROVED HAIR RESEARCH FORMULA, I can return it after 10 days for full purchase price refund.



Boots make a cow-gal, but it's sheer murder!



★ Glamo ★

★ ★
THOUSANDS of gals beat their heads against the stone walls of movie studios, but lovely Leslie Banning is a shrewd little cookie who came up with a brand new gimmick to open the studio doors.

Hollywood-born Leslie read the cinema trade papers, got hep to the never-ending popularity of hoss operas, and decided to become a cow-gal.

So wha' happen? Quicker'n you could say "podner," Leslie got the lead in a cowboys and injuns thriller!

Right smart gal, eh podner?

Now the lessons are getting tougher, chum!





Leslie practises saying, "He went thataway!"



This is easy, but she's getting no place fast.

ur Gal to Cow Gal



Git 'em up, podner! I gotcha covered!



Leslie's a sleepy-time gal after a tough day in the saddle.



DANNI VALENTINE
goes to Wally Wanger's
school for chorus gals.



BUNNY LAWRENCE is
studying dramatics, hop-
ing to make like Garbo.



*ROBIN ADAYRE is
teacher's pet at a
Gotham model college.*

*AVA NORRING, is set
to graduate as a net-
work radio actress.*



School Daze

My Gal Friday

BUSTLING gal secretaries are the butts of the business world—fall gals for the boss's mistakes, and the real or imagined "Other Woman" in the suspicious mind of the boss's ever-lovin', ever-watchful wife.

An efficient lass in the office is a pearl without price, but a lazy-dazy type wench can keep the joint in an uproar from nine to five any and every day in the week.

Our office helpmate is the perfect type (we keep telling the wife), but here are a few samples of Gal Fridays who cause industries to topple and send tycoons leaping from skyscraper windows!



The boss can ring his head off!
She just loves to read and relax.



A beauty in an office is
good, for her boss's salary.



Home girl: Does her laundry,
cooks soup, raises shrubbery.

Then there's the type who
runs the boss's business.



Popular gal: Got a million friends,
talks to all of 'em, on boss's time!



TROPIC CAN CAN



They go into the dance,



Jose and Cacha show
why they're favorites.

FROM the French isle of Madagascar comes a dance which could make naughty Paris sit up and take notice. It is shown here by Pepe Begue and Cacha Martinez, an island beauty.

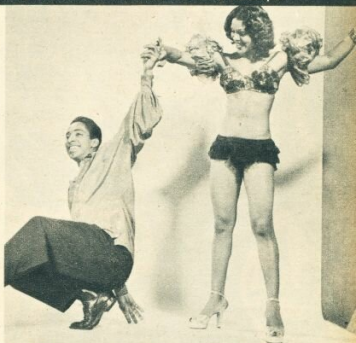
Reckless Rhythm Comes From the Islands



proving that art can be worked into their routine with charming results. Note: Jose uses the smile technique.



Jose recites his admiration . . . and can you blame him?



And Cacha responds, with most attractive fervor.

It's swing time for our dancers. Smiles appear mu-u-tual!



Leapin' Lenal! When's the next boat?



EVER SINCE EVE TRAPPED ADAM WITH THAT APPLE, MERE MEN
HAVE BEEN PUSHOVERS FOR TRICKY GALS WHO LURE 'EM AND
LEAD 'EM - TO THE ALTAR!

Dames

JUST think. There was Adam in the beautiful Garden of Eden, without a worry in the world. His clothes grew on fig trees and the weather was always perfect for fishing. He didn't have any bills to pay or dirty dishes to wash. No mother-in-law gave him forty daily lashes with a sharp tongue and he never had to do a day's work in his life.

The only luxury that was lacking in this Paradise was a dame. And that's why it was called Paradise.

It's a matter of record that, at this time, Adam was the happiest man in the world. (This situation was, of course, partially influenced by the fact that he was the only man in the world.)

He could have stayed that way, too, but the unfortunate fellow didn't know enough to keep his eyes open. One night he stuffed himself so full of wild pheasant, nuts and dates that he just rolled over and fell fast asleep.

When he woke up, one of his spare ribs was missing. And at his elbow was a gal called Eve who immediately began feeding him the old oil about what a big, strong, handsome daddy he was — and how would he like to settle down with her and raise Cain?

Adam had never seen such a peach in the Garden before, and he was completely flustered by the tricky curves being pitched his way. So he gave her a date — thus originating a custom that has since caused the downfall of millions of his grandsons — and he was trapped.

Eve took over the housekeeping and they both got kicked out of the Garden of Eden because she fed Adam the wrong apples. After that she wasn't content to go around in fig leaves for long — she wanted mink. This meant Adam had to give up his fishing





is Poison !!!

and go out to work, so he could keep the babe in fancy duds. Eve also insisted on raising Cain — and he killed Abel.

It was the end of peace on earth. And it was all caused by a dame.

They'll do it every time.

Playing With Dolls

EVERY guy goes through a period like Adam did, when life is blissfully happy and uncomplicated. This Paradise lasts about 14 years — the first 14, that is. Then a fellow suddenly begins to notice some of Eve's delectable daughters at his elbow and, zingo, his troubles begin.

Not that a guy doesn't see any dames before he's 14, of course. It's just that, up to that time, they seem to be nothing but homely hanks of hair supported by spindly legs that like to kick at him.

After 14, however, the legs begin rounding out with curves that have a different sort of kick in them. Soon the dolls even start to wear sweaters—just to keep the boys warm.

And when a fellow begins noticing these things—it's the beginning of the end. Before you know it, the kid's giving up his good times at the poolroom and spending his whole fifty-cents-a-week allowance on some dizzy dame, just so she'll giggle at him and not at Joe Schmoe down the street.

From a life of carefree bliss, he's now heading slowly and surely toward a halter around his neck and the grim day when not only his life, but every cent he has in his pockets, is no longer his own. Pretty soon he's looking around him, bewildered, wondering what happened to the good old days and the good old gang. And what does he see?

He Sees Plenty

THERE'S Jimmy, the swell pal who always used to talk about quitting his job and going around the world on a tramp steamer. Well, some dame with plenty of steam made a tramp out of him all right. He'd still like to quit his \$95 a week job, but then where would he get the \$82.50 a week for alimony payments?

And then there's Phil, who always had a wonderful sense of humor. When he came home one night he found his wife getting ready to run away with his best friend. He told her she couldn't get away with it, but she just laughed in his face. "Ha, that's funny," she said. "A little runt like you thinks he can stop us! You slay me!" So he did.

Mickey has gone bald, tearing his hair out trying to keep the blonde he goes out with on Saturdays and Sundays from bumping into the redhead he goes with on his weak days.

Larry has 13 kids but his wife isn't happy and says she won't be until they have a large family. Bob married a babe with 109 pounds of the most eye-filling curves a man ever put his two arms around. Now she weighs 225 pounds and he hasn't got enough energy left to walk all the way around her.

Ed and Joe were bosom buddies until they met a babe named Bettye. Then they had a fight for the first time in their lives. Joe got his teeth knocked down his throat and his nose broken, but Ed lost. He got Bettye.

It just doesn't seem right somehow. That's why we think all men should get together in a movement to demand their ribs back, and end this nonsense of two sexes once and for all.

In fact, we'll start getting followers for such a movement this very night. We will, that is, if we can't get a date with the blonde out at the switchboard before we leave.



Velvet



Vixen



OUR MODEL, today, gentlemen, is a blonde beaut who is able to demonstrate the obvious attractions of velvet. The fact that she won't talk about these things lends an additional charm to her otherwise obvious attractions. The name: Claire Taylor. The figure: Exquisite. The be-velveted Miss Taylor shows why black goes with blondes, and for the record she wants to become a singer rather than a leggy dancer. Seems, though, that since she can sing better than she can dance, she's as different an an ol' hoot-owl and a nightingale. After taking a look at Claire, do you want to hear a nightingale—or take another look at 'er?

WHAT'S THIS?

REMEMBER the popular game of "What's This," where somebody made with the face and fingers and somebody else tried to guess what they were saying? It's always in fashion, when a cute babe makes the motions, so try to guess before reading the answers.



NAUGHTS TO YOU



POWDER'N MY SOUTHERN ACCENT



CONTENTED COW



INDIAN THUMBER



**SHADOW BOXER ON
A CLOUDY DAY**



TIME ON MY HANDS



**THREE-MASTED SCHOONER
LOST IN THE WAVES**



GIRAFFE WITH SORE THROAT

Run and Dream Up Gimmicks for Nimble Fingers!

PRIVATE

Keep Out



Model, business woman and starlet, that's Pat Hall, ash blonde lovely from California. She designed that swim-suit herself.



Pat Hall Tries and Tries, But Can't Escape the Cameras!

PRETTY Pat Hall could well be the heroine of a Horatio Alger success story, but strictly on the lovely feminine side, of course. You remember those Alger heroes — start with nothing, work hard, be good to your poor old granny, and bingo! First thing you know you're healthy, wealthy, and a wise guy.

Before Pat ever got out of high school in Hollywood, she was knocking off six grand a year working as a model. By the time she graduated, this Hall cutie was the undisputed queen of West Coast models. She'd have needed 40-hour days and 10-day weeks to pose for everyone who called for her services.

But do you think she was satisfied? Not this go-gettin' gal! Suddenly she blossomed out as a designer of feminine beach wear — and modeling same herself on her perfectly proportioned frame, Pat's success as a designer was assured. Some of the most glamorous names in Hollywood are among her clients for the latest thing in exclusive numbers for beach and sun.

Still Pat Hall wasn't satisfied or busy enough to burn up her boundless energy. A few months ago she signed a film contract with Universal-International, where they think she's a technicolor natural, as any fool can plainly see!

Photographers follow Pat like puppy dogs and it got so bad that she had to find a private beach for herself at — Oops! Sorry, pal, we promised we wouldn't tell where!

Pat was proud of her sign, but some guys don't believe in 'em!

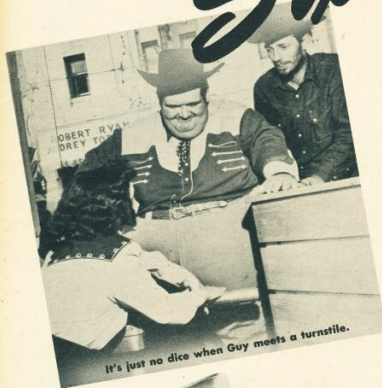


for Pat. Look at that lens hound skulking behind rocks!



MISTER

Sin BY Sin



It's just no dice when Guy meets a turnstile.



PITY THE POOR BRONC THAT HAS TO TOTE THIS COLOSSAL COWPOKE. IT SHOULDN'T HAPPEN TO A DERRICK!

SIX times six equals 600 when you're talking about cowboy Guy Cherry of Texas and Hollywood. This lad is six feet tall and the shortest route around his middle measures a trim (not slim) 72 inches!

Cherry registers a well-packed 600 pounds when he steps onto a cargo scale. Can you imagine what he'd do to that penny-in-the-slot weighing gadget in front of the dime store?

He admits to trouble when it comes to shopping for clothes, but somehow he digs 'em up and does a regular act, slightly on the hilarious side, on the rodeo circuit, all decked out in 10-gallon sombrero, high-heeled boots and fancy kerchief.

Facing odds of better than 2 to 1, a 1300-pound cowboy struggles along with Guy on his aching back. How this ol' cowhand gets aboard remains a deep secret, but we'll wager that routine would be a sensational act in itself! In the off-season, he's a radio disc jockey, while his horse rests up and tries to forget the whole business!




They have to move the furniture when "Tiny" moves in for a spot of chow.



Cherry is a haberdasher's nightmare. Tape won't reach!



This must be what they mean by "horse sense." This nag knows what he's doing when he refuses to get up!



TURKISH towel go hang, Claire Parnell has a lot of looks that will go with a fine figure. This keyhole photograph catches Claire unware, to be sure, but she can model for us most anytime. In case you have not noticed, she's one beautiful ash blonde. Or do YOU agree?

Keyhole



Lovelines

SITTING pretty? That's the obvious answer from Claire Parnell, a statuesque blonde whose face adorns an otherwise well-constructed frame. For your information, she's a favorite of Gotham artists, has a personality to match her looks—and looks very nice in evening gowns.



Pert poodles are Carol and Lorraine Brinkman. Ethel Stout holds the leash.



Hot Ice



Gals and Comedy Make Ice Shows Pay Off Plenty!

Lovely blonde Ethel Stout zips up a bootie during rest period.

That's comic Dorothy McCusker clowning for her ice partners.



Pretty Jeanne Perkins relaxes and yawns after a tough rehearsal.



Zany Dotty takes a fall and loses her crown.



FAST-FACED ice shows are the hottest things in show business this season and that comes right from the boys who ring up the take at the box office. Smart showmanship, pretty girls, and riotous comedy on flashing skates add up to smash hits all over the land.

East, West, North or South—it makes no difference where—the musical skaters move into local rinks and wow the natives. And so profitable has this new wrinkle proven that hundreds of theater owners across the country are installing ice machinery for their stages, seeking to cash in on the popularity wave of the skate revues.

Herewith we present some of the young stars of "Icelandia", one of the most successful of these year-round winter extravaganzas, now enjoying a sensational national tour.

4 of a Kind

BETTING AGAINST FOUR QUEENS IS
MURDER — IF THEY LOOK LIKE THIS!



Beautiful Colleen Town-
send is a highly-rated
newcomer to the movies.



Delicious Yvonne de Car-
lo is queen of technicol-
or at Universal studios.



Winsome Cecile Aubry is a French importation to Hollywood. Only 19, she has been a leading star in France for three years.

PICTURE poker is a fascinating sport — either indoors or outdoors. You can do it with any kind of pictures and the gal friends will love it, too.

Just take any old photo album and pick out snaps that rate in your mind as aces, kings, queens, etc. Make up your hand and let someone else try it. The results can be hilarious.

On this page we've picked four lovely queens from cinema land, and we're ready to mortgage the farm to back this hand. For our money, it has everything!

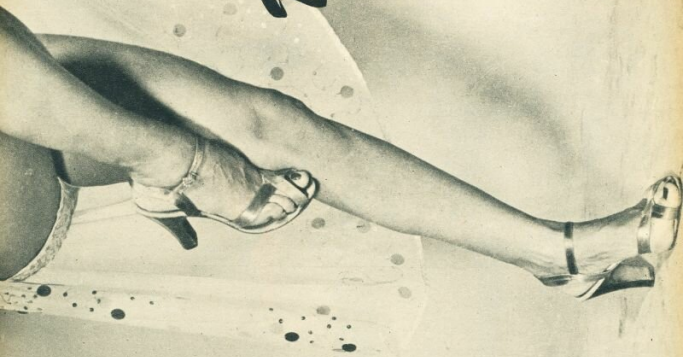
So pick up your cards, men, and play 'em smart. The sky's the limit!

Denise Darcel was the dynamic femme star who drew raves for her performance in MGM's "Battleground."



Dancing Cyclone

GAY Gotham is still gaga over the recent Ha-Ha Club engagement of Winnie Garrett, that titian-haired bombshell of the dance. Winnie came back to town with brand new rhythm routines that created a sensation!



She'll do it EVERY TIME



A CYNIC once remarked that he spent half of his courtship waiting for the little charmer to make herself pretty for public appearances. The date was for 8 — so she'd be ready promptly at 9:20. But that seems to be only part of the story. She's economical till she has you trapped, then her tastes change to furs instead of gingham, champagne instead of beer. And if you complain, she cuts your heart out with a smug remark like: "You're just getting old, Joey!"



Don't Blow Your Top



Late to meet the big boss? She'll smear you with lipstick.

Once you're wedded,
she'll say 8:30, then
be a good hour late.

He's worn out, but she insists
he's just an old clothes - horse.

if Baby's Wrong — That You Gotta Expect, Pal!

Tomorrow's your big day . . . so
she keeps you up till 4 a. m.

Just when you're overdrawn at
the bank, Baby buys a new fur!



Sugar

The beauty of Adrian Dane is on the rise, not on the wane, a sultry lass with class.

Vivacious Jimmy Williams, a lissome gal who loves to laugh. Fun is her hobby, that smile is her fortune.

'n' Spice



She's a grand one, is Nancy Brandon, a blonde beauty who is tops in New York town, not to mention the country around.

And everything nice, that's what they say about Laura Drake, pretty and pert, and a bundle of merry chuckles.



The Inquiring Reporter

BEAUTY PARADE will pay \$10 for every timely, interesting question submitted and used in this feature. This month's award goes to Verne Durand, Miami, Fla.

The Question: SHOULD A GIRL KISS ON HER FIRST DATE?

HAROLD MARTIN, Painter San Diego, California:

"I think it all depends on the girl and the fellow, and how they happen to hit it off. Of course, as a man, I'd be a pretty stupid guy if I didn't say I was all for it, but at the same time, I don't think it's advisable for girls to kiss just anybody.

"Sometimes it happens that a fellow and a girl just happen to click — they're just right for each other, like the same things, enjoy the same jokes, etc. You might say their temperaments match. In a case like that, I believe it's okay for the girl to kiss on their first date. That's what happened with the girl I married."

CAROL GILMER, Teacher New Orleans, Louisiana:



"Most decidedly no! Men are very selfish when they expect a girl to kiss them before she gets to know them.

"How do you suppose a man would feel if the girl demanded a diamond bracelet on their first date? It amounts to the very same thing.

"Personally, I run from a man who tries to kiss me at once!"

SAM CONKLIN, Taxi Driver Salt Lake City, Utah:

"Maybe yes, maybe no. It all depends. If they go out with me, yes. If they're out with some other guy, I don't care one way or the other.

"I'll tell you one thing, though. Most gals I know seem to expect it. And sometimes, after I've been with 'em a couple hours, I don't feel like kissing 'em. So what do you think happens then? They get mad!

"Of course, they don't come right out and say, 'I'm sore 'cause you don't want to kiss me!' But you can tell they're burned. It hurts their pride. So maybe a guy should kiss 'em so their feelings won't be hurt."

PEGGY DRAPER, Dress Designer Chicago, Illinois:



"Speaking for myself, if I like a boy, I'll kiss him every time. I think it's silly for girls to act so coy if they really go for a fellow.

"When you know he's nice you'll go out with him again and kiss him next time, anyway, so why wait? That would hurt me more than it would him, so I kiss them!"

VALERIE HASTINGS, Receptionist Portland, Maine:

"I should say no! I know that some girls don't think anything of kissing the first time they go out with a boy, but for the most part, I think only the younger teenagers go in for that. They probably think it's smart, or maybe they're deluded by those silly 'love-at-first-sight' movies they see.

"But as these girls grow a little older they get more sense and realize they cheapen themselves in a man's eyes by such conduct. I may become an old maid because of my strong feelings on this subject, but I still have not met any man I'd kiss on our first date."

CLIFFORD WHITE, Bookkeeper Omaha, Nebraska:



"Yes, but the girls I know don't agree with me. Every time I try to kiss a girl on the first date I get into trouble.

"They get mad, give me a tongue-lashing, refuse to go out with me again, or turn their heavyweight brothers loose on me. One gal surprised me. She belted me with a haymaker herself and flattened me."



PIX OF THE MONTH

IT'S not often a beautiful gal like June Frew becomes the victim of a horse laugh, but she's 'It' this time. Our Johnny-on-the-spot photographer caught this unusual shot of the top model and TV actress on a windy day in old New York town.

THOUSANDS ARE ENJOYING
Rollicking
BEDSIDE FUN



..and You will too
when You possess
"the **Pleasure Primer**"
The Ideal Playmate

Here's entertainment for open minds and ticklish spines. Here's lusty, merry recreation for unassuming men and women. Here's life with apologies to none. Collected, selected from the best there is, this useful Primer is an eye-opener for the inexperienced; wisdom for designing; merriment for all. It is guaranteed to make the laziest giggle and he-men erupt in boisterous bellyflops. Here is no refuge for the strait-laced or satisfaction for the morbid. Served in a highly inviting manner, this pleasurable Primer is a blueprint for uninhibited living. Call it a gay evening's entertainment or an ideal bedside companion, you'll dally over its contents time and time again. **YOU ARE INVITED TO EXAMINE THE PLEASURE PRIMER 10 DAYS AT OUR EXPENSE. IT IS GUARANTEED TO PLEASE OR YOUR PURCHASE PRICE WILL BE REFUNDED AT ONCE!**
Stravon Publishers, 113 W. 57 St., N. Y. 19, N. Y.



STRAVON PUBLISHERS, Dept. P-416
113 West 57th St., New York 19, N. Y.

Please send **THE PLEASURE PRIMER** on 10-day trial. If I'm not pleased, I get my purchase price refunded at once.

☐ I enclose 98¢. Send Postpaid
☐ Send C.O.D. I will pay postman 98¢ plus postage.

NAME

ADDRESS

CITY STATE

Canada and Foreign—\$1.25 with order

*Pick
a
Chick!*



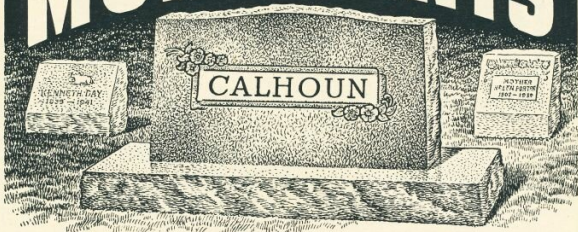
Flickerland's beautiful Adele Jergens exemplifies the girl you'd like to meet for Martinis.

WHATTA YOU LIKE? . . . COCKTAIL GIRL OR SPORTS DISH?



And the wholesome Jeanne Crain adds a nice bit of decor to the pool just in time for a Hollywood swim. Cute?

MONUMENTS



AS LOW AS \$9.95

SENSATIONAL SAVINGS

The most compelling monument values ever offered.—More than 50 superb monuments and markers at the lowest factory-to-you prices in the country. New automatic labor-saving equipment and quantity production methods result in big "down to earth" savings for you. Rockdale pays the freight and guarantees your complete satisfaction or money refunded in full. Thousands and thousands of satisfied customers offer sure proof of our ability to satisfy you 100%. "Your Rockdale Selection Is Your Best Protection." **MAIL HANDY COUPON TODAY FOR FREE CATALOG.** No Salesmen Will Call.

**GREATEST MONUMENT VALUES
IN AMERICA**

**DIRECT
FROM
FACTORY
TO YOU**

**MAIL
FOR
YOUR
FREE
CATALOG
TODAY**

ROCKDALE MONUMENT CO.
Dept. 817A JOLIET, ILLINOIS

- ROCKDALE PAYS THE FREIGHT!
- FACTORY-TO-YOU SAVINGS!
- EASY PAYMENT PLAN!
- UNCONDITIONAL MONEY-BACK GUARANTEE!

FREE!

ILLUSTRATED CATALOG

Free... new catalog of ROCKDALE MEMORIALS, showing magnificent monuments as low as \$9.95, complete. Write for your free copy today! Mail handy coupon!



ROCKDALE MONUMENT CO., Dept. 817A
Joliet, Illinois

Please send me, without obligation, the big new two-color fully-illustrated catalog of Rockdale Memorials.

Name.....

Address.....

City..... Zone..... State.....

IF IT SLIPS... IF IT CHAFES... IF IT GRIPES... THEN

THROW AWAY THAT TRUSS!



Why put up with days... months... YEARS of discomfort, worry, and fear—if we provide you with the support you want and need? Learn NOW about this perfected truss-invention for most forms of reducible rupture. Surely you keenly desire... you eagerly CRAVE to enjoy most of life's activities and pleasures once again. To work... to play... to live... to love... with the haunting fear of Rupture lessened in your thoughts! Literally thousands of Rupture sufferers have entered this Kingdom of Paradise Regained... have worn our Appliance without the slightest inconvenience. Perhaps we can do as much for you. Some wise man said, "Nothing is impossible in this world"—and it is true, for where other trusses have failed is where we have had our greatest success in many cases! Even doctors—thousands of them—have ordered for themselves and their patients. Unless your case is absolutely hopeless do not despair. The coupon below brings our Free Rupture Book in plain envelope. Send the coupon now.

Patented AIR-CUSHION Support Gives Wonderful Protection

Think of it! Here's a surprising yet simple-acting invention that helps Nature support the weakened muscles gently but securely, day and night. Thousands of grateful letters express heartfelt thanks for relief from pain and worry—results beyond the expectations of the writers. What is this invention—how does it work? Will it help me? Get the complete, fascinating facts on the Brooks Air-Cushion Appliance—send now for free Rupture Book.

Cheap—Sanitary—Comfortable

Rich or poor—ANYONE can afford to buy this remarkable, LOW-PRICED rupture invention! But look out for imitations and counterfeits. The Genuine Brooks Air-Cushion Truss is never sold in stores or by agents. Your Brooks is made up, after your order is received, to fit your particular case. You buy direct at the low "maker-to-user" price. The perfected Brooks is sanitary, lightweight, inconspicuous. Has no hard pads to gouge painfully into the flesh, no stiff, punishing springs, no metal girdle to rust or corrode. It is GUARANTEED to bring you heavenly comfort and security—or it costs you NOTHING. The Air-Cushion works in its own unique way, softly, silently helping Nature support the weakened muscles. Learn what this marvelous invention may mean to you—send coupon quick!



C. E. BROOKS, Inventor

SENT on TRIAL!

No... don't order a Brooks now—FIRST get the complete, revealing explanation of this world-famous rupture invention. THEN decide whether you want to try for the comfort—the wonderful degree of freedom—the security—the blessed relief thousands of men, women and children have reported. They found the answer to their prayers! And you risk nothing as the complete Brooks is SENT ON TRIAL. Surely you owe it to yourself to investigate this no-risk trial. Send for the facts now—today—hurry! All correspondence strictly confidential.

FREE! Latest Rupture Book Explains All!

SENT YOU IN
PLAIN ENVELOPE JUST CLIP and SEND COUPON →

Brooks Appliance Co., 140-B State St., Marshall, Mich.

PROOF!

(In our files we have over 52,000 grateful letters like these)

THANKS FROM HAPPY FATHER

"I want to thank you very much for what your wonderful belt has done for my boy. He had a bad rupture. The very day we received the Appliance I put it on and that was the end of my troubles with his pain and crying. He has not worn it for about a year now."—Otto F. Blinn, 1500 N. Church, Belleville, Ill.

SOFT BALL PLAYER A BROOKS BOOSTER

"I ordered an Appliance some time back and it really does the job. I'm 38 years old, weight 200 lbs. Play 3rd base on our Soft Ball team. I really give the belt a real test. Thought I would have to give up my ball playing but not how with your rupture belt. Most people won't believe I have a rupture."—Wilbur Moritz, General Mdee, Jacob, Ill.

"IT'S TOPS"

"Words cannot express my feeling towards my Appliance. The minute I put it on, my first words were, 'It's Tops!' I hope another who suffers from such agony of a rupture could take my advice and get a Brooks Air-Cushion Appliance."—Jack Souther, R.I., Box 54A, Lafayette, La.

"DID EVERYTHING YOU CLAIMED"

"I am very happy to say that the truss which I purchased from you a little over a year ago did everything you claimed it would do. My rupture does not come down even though I wear the truss only part time. I shall be glad to tell anyone afflicted as I was what your Appliance did for me."—J. G. Rollinger, 242 Arlington Ave., Sarasota, Fla.

"FORGETS HE IS RUPTURED"

"I had this rupture seven years before I knew of your support, and was in the hospital at the time my son ordered the support for me. Until I started wearing your support I had not found anything to help me. Since wearing your support I can do all my work, and can forget that I am ruptured."—G. B. Russell, Box 106, Cherokee, Ala.

MAIL THIS COUPON NOW!

BROOKS APPLIANCE CO.

140-B State St., Marshall, Mich.

Without obligation, please send your FREE BOOK on Rupture, PROOF of Results, and TRIAL OFFER—all in plain envelope.

Name.....

Street.....

City..... State.....

State whether for Man ☐ Women ☐ or Child ☐



Parisienne

FANCIEST importation from Gay Paree in a number of months is brunette and beautiful Jeanne Carmen, who won fame as one of the French city's most popular models of lingerie fashions.

**JUST OUT!
IN ONE BOOK**



VITAL 20TH CENTURY SEX STUDIES

FULL PARTICULARS ON The KINSEY REPORT Sexual Behavior in the Human Male

Now for the first time, get all the latest facts about sex in one book! FROM FREUD TO KINSEY includes complete information on the most sensational sex study ever made—the Kinsey Report. Gives actual figures on the extent of masturbation, pre-marital, marital, and extra-marital intercourse according to age, education, social background and religious training.

NEW FACTS ABOUT YOURSELF

What was previously considered abnormal, now appears widespread and common. For people who have been torturing themselves with secret shame, amazing new information is available. Many divisors may now be averted, and broken families saved.

DISCOVER THE TRUTH ABOUT

Masturbation • Parting to Climen • What Is Normal in Sex • Infidelity in Marriage • Age of Greatest Potency • Duration of Sex Act • Variety of Sex Act • Secret Gully • When Does Sex Begin • Effect of Sex Repression • Sex in Dreams • Masturbation • Frigidity • The Bridal Night.

EXAMINE 10 DAYS FREE

Order Sex Studies FROM FREUD TO KINSEY in plain wrapper for 10 DAYS FREE EXAMINATION. Besides the Kinsey Report, this book presents a survey of vital 20th century studies on sexual behavior. Read every page, then if you feel you'd rather not keep it, return for refund.

MAIL COUPON TODAY!

STRAVON PUBLISHERS, Dept. K-206
113 West 57th St., New York 19, N. Y.

Please send FROM FREUD TO KINSEY in plain wrapper for 10-day trial. If I'm not satisfied, I get my purchase price refunded at once.

☐ Send C.O.D. I'll pay postman \$1.98 plus postage.

☐ I enclose \$1.98. You pay all postage.

Name..... Age.....

Address.....

City..... Zone..... State.....

Canada & Foreign—No C.O.D.—Send \$2.50

Silver Plated HORSESHOE ASH TRAY

only
\$1.00



YOU'RE IN LUCK TO
BE ABLE TO GET THIS
BEAUTIFUL ASH TRAY
AT THIS LOW PRICE!

Imported Silver Plated
Ash Tray. Makes beautiful
gift for home, office,
restaurant—will last a
life time. Looks like
\$8.00 value!

CLIP AD AND MAIL!

Send \$1.00. We'll ship prepaid to your door on
money back guarantee that you'll be delighted.
ILLINOIS MERCHANDISE MART, Dept. H-5,
1227 Loyola, Chicago 26, Ill.



"FAST-BITE" \$1.00 FISH BAIT PER TUBE

GUARANTEED TO CATCH FISH
FASTER THAN LIVE BAIT OR
RETURN IN 10 DAYS AND
GET YOUR MONEY BACK



JUST SQUEEZE
FROM TUBE
AND APPLY
TO HOOK.



7 ft. of magic worm-like bait.
Squeeze out of tube like tooth
paste. Secret ingredient attracts
fish faster than live bait. Keeps
indefinitely, won't freeze or melt,
stays on hook in running stream
or long cast. Used with
success by thousands
of fishermen on all
types of fish. Ab-
solutely harm-
less. No mess
or bother.
Carry in tackle
box or pocket.

CLIP THIS AD
AND MAIL

with only \$1.00
to receive tube of
FAST-BITE, postage
prepaid, on 10 day
money back offer.

ILLINOIS MERCHANDISE MART Dept. H-5
1227 LOYOLA AVE. CHICAGO 26, ILLINOIS



Kentucky Tavern BARBECUE ASH TRAY

ALSO AN INCENSE BURNER!
It's different! It's beautiful! It's use-
ful... attractive for home and office.
Handicapped to look like the real fire-
place. Smoke curls out the chimney.
Holds generous supply of cigarettes
and matches. Has metal fireplace
grill cover which lifts out to re-
move ashes. Ideal gift. \$1.98—
includes a package of incense.

Rush this COUPON

SEND NO MONEY! ILLINOIS MERCHANDISE MART
Dept. H-5, 1227 LOYOLA AVENUE, CHICAGO 26, ILLINOIS
1) Every Barbecue Ash Tray C.O.D. for \$1.98 on money back guarantee.

NAME _____

ADDRESS _____

CUT HAIR at HOME and SAVE with this Professional BARBER SET



Complete
Set Only \$2.98



Pays For Itself the First Day!
Now you can cut hair the way barbers
do and save your family and friends up
to \$100.00 a year. It's so easy with
this professional barber set that
this offer you get everything you need,
a highly polished set of clippers, a
professional clipper, regular barber's
comb, and a pair of sharp-pointed scissors, all for the over-
all price of only \$2.98. Also complete instructions on
how to cut hair. See how satisfying it is to cut hair in
the privacy and comfort of your own home. SEND NO
MONEY! Just Clip This Ad and Mail with your name and
address. We'll ship C.O.D. for \$2.98 plus postage.
Illinois Merchandise Mart, Dept. H-5,
1227 Loyola, Chicago 26, Illinois.



POWELL
GERRY



BOCCACCIO'S Decameron



NOW, Order this Famous Classic!

Now obtain one of the world's rare pleasures for your private collection! "THE DECAMERON" is again available in complete, unabridged, unexpurgated edition. Beautifully bound.

Over 500 pages, including many full-page illustrations. This delightful treasure of entertainment will help you enjoy life. You'll never stop thrilling to it! Order now!



SEND NO MONEY

STRAVON PUBLISHERS, Dept. B-216
113 West 57th St., New York 19, N. Y.

Send THE DECAMERON. If at end of 10 days I'm not delighted, I may return book for prompt refund.

- ☐ Send C.O.D. I'll pay postman only \$2.98 plus postage.
☐ I enclose \$2.98. Send book postpaid.

Name _____

Address _____

Amazing New SLOT MACHINE BANK WILL MAKE YOU RICH!

This amazing bank works just like big slot machines, BUT YOU'RE THE ONLY WINNER! Your friends, relatives will pour in a fortune in dimes trying to hit the jackpot, but only YOU know when it's ready to pay off. Everybody wants to play... to watch the cherries, lemons and bars spin around. When jackpot hits, you rake in all the dimes. Big money! Big fun! Not a flimsy toy, but precision-built half-a-foot high. Pays for itself over and over again. ORDER YOURS TODAY at sensational mail-order price of only \$4.98!



SEND NO MONEY—Use 10 Days At Our Risk
Send only your name, address. On arrival, pay postman only \$4.98 plus C.O.D. postage. Use SLOT MACHINE BANK 10 full days. If not 100% delighted, return for \$4.98 back. *Save money!* Send cash with order, we pay postage. Same 10-day guarantee. ORDER NOW!

LARKY CO., 315 N. 7th Ave., Dept. 322H, St. Louis 1, Mo.

FREE GROCERIES

Show and Sell to Friends!

SEND NO MONEY! Rush name and address for big FREE (f.o.b. factory) Assortment of **Panama, Greenberries, Beans, etc.**—full size packages. Show to friends and neighbors. Take orders for more than one quality house. (See-also) 100% return guarantee. No experience in selling. Write for FREE Assortment of **Produce** NOW!

ZANOL, Richmond Street
Dept 7114-C, CINCINNATI 2, OHIO



Miss Dimples



BELIEVE it or not, be-dimpled Julie Walters is waiting for a street-car. Strange that our trolley doesn't get to her part o' town!

THIS EASY WAY TEACHES PIANO

Without Sheet Music

Amazing New
TEACHING
DISCOVERY
MAKES YOU
PLAY PIANO
As Little
As 15 Minutes



FREE TRIAL PROVES IT!

Teaches You to Play Songs From First Lesson Including Strong Left Hand Bass

If you think you must spend weeks and weeks learning note reading and scales to play piano, you're ready for a big surprise. I've just discovered an entirely new piano teaching device—a method that makes it so easy to learn piano it's amazing! Most people who have tried piano courses without success are frustrated with the method and the new system. My new MAGIC KEYBOARD fits right on your piano. It shows you as simple as A-B-C how to play ever-popular songs, waltzes, hymns, marches, western songs and dance numbers. It picks out all chords—you play with both right and left hands at once. No other method makes you play so quickly. No exercises, no scales, no reading, learn right after your playing instructions.

Membership in

PIANO FOR FUN CLUB IS FREE CLUB. There are no obligations. You receive the MAGIC KEYBOARD FREE. Each month I send you complete playing instructions for 3 new and different songs to be used with the MAGIC KEYBOARD. I will show you how to play the first 3 ever-popular songs instantly to your delight and satisfaction of your songs returned.

SEND NO MONEY—Try 10 Days at Our Risk Just send name and address. When MAGIC KEYBOARD and 3 ever-popular songs arrive deposit only \$1.00 plus C.O.D. postage on our guarantee. If you are not delighted return songs and your money back. You keep MAGIC KEYBOARD as a gift for your trouble. **EXTRA for Prompt Action!** If you order NOW we will include at no additional cost 1 extra song for a new year promotion.

DAVE MINOR, President, PIANO FOR FUN CLUB
Room 322-M, 230 E. Ohio St., Chicago 11, Illinois

Amazing NEW Discovery for STOMACH ULCERS

Safe, clinically-tested method replaces mucosa lining in human stomach with actual DUODENUM scientifically taken from stomach of hogs

New Kind of Adjunct to ULCER and Ulcerative Colitis Control

To you victims of stomach ulcers and ulcerative colitis who have endured untold burning pain and gnawing misery... to you stomach sufferers who have tried countless remedies such as anti-acids, baking soda, alkalies... here may be the most wonderful news you've ever read.

Amazing medical science, forever on the march, once more reveals the startling news of the sensational discovery of a noted Illinois bio-chemist, who after 16 years of painstaking research, evolved a new scientific process whereby the stomach lining of a hog is defatted and deacidified (de-mucositized) without losing any of the valuable hormones and enzymes.

Called DuoDex, it is actually the intestines of a hog processed in the raw state in bland, odorless, easy-to-take form. It was tested in 3 leading medical centers and hailed as an outstanding success as an adjunct to diet and rest in the treatment in even advanced cases of ulcer and ulcerative colitis.

What Causes an Ulcer?

Medical science agrees an ulcer is merely a sore in the lining of the stomach or colon. When the stomach functions normally it secretes a mucous which protects this lining, but when the stomach is abused, weakened or destroyed by various digestive juices including hydrochloric acid, ulcers and ulcerative conditions form.

When the lining has been worn out, digestive action continues and starts to irritate and gnaw away at the exposed raw, inflamed flesh where the ulcer is forming.

How DuoDex Combats this Condition

DuoDex supplies a re-inforcement to the mucosa of the stomach... acts as an adjunct in building up and re-strengthening the vital mucous to help ward off further ravishing attacks of gastric juices on the stomach lining, thus giving nature a better chance to heal.

Now, for the first time, DuoDex is available to the public in convenient, easy-to-take tablet form. No prescription is necessary. Even though you've tried other remedies... now that you've tried it... you should try DuoDex, and at our expense. If you are not completely satisfied and amazed at the marvelous relief you may obtain, simply return the empty package for your full purchase price refund. Pain doesn't wait. Send now. We've made DuoDex available to you without prescription—The next step is up to you. Just send your name and address on a penny postal card. On arrival, deposit \$3.00 plus C.O.D. postage for 2-week supply on our guarantee of complete satisfaction or your money back. Cash orders sent all postage paid. Same guarantee applies. Send today to DUODENUM TABLET CO., 215 N. Michigan Ave., Dept. 322-M, Chicago 1, Ill.

LIMITED OFFER

6 IN 1 TOOL SET

ONLY \$149 CASH PRICE



ALL 4 SCREW-DRIVERS NEST IN HANDLE

Not a Toy...

- GET ALL 6 FOR THE PRICE OF 5
- 1—Strong claw hammer with screw-grip knurled handle, securely locked into shaft.
 - 2—Screwdriver for bulky duty on car, garage, lawnmower, etc.
 - 3—Screwdriver for electrical, lock repair, etc.
 - 4—Screwdriver for driving machine, loose to appliances.
 - 5—Set of 4 fine eye-glasses, watch, radio.
 - 6—PRECISION TOOLS!

It gets you all the tools you need for hundreds of fix-it jobs... but all you buy... is just ONE KATRECHER'S HAMMER. It's your handy, out-of-the-way multi-purpose survivor. Professional tool, but complete at only \$9.95. Rustproof. Perfect balance. Ideal for home, garage, apartment, hobbyist. Get yours now at exceptional mail-order savings.

EXTRA with prompt orders, we will include without extra cost, an assortment of screws for every household use. Order today.

SEND NO MONEY! Try at Our Risk Just send name and address. On arrival, pay postage only \$1.49 plus C.O.D. postage for 100% delighted, return for full refund on purchase price. Save money! Send cash. We pay postage. Write today!

SENNE & CO., 605 N. Milwaukee Ave., Chicago 47, Ill., Dept. 322-M

Amazing New Astronomer's

100 POWER TELESCOPE

COMPLETE KIT ONLY \$298

Brings Rare Sightings Close to Your Eyes
SEE JUPITER! RINGS OF SATURN! SHOOTING STARS!

You'll get a thrill a minute with this genuine Astronomer's 100 POWER TELESCOPE. The powerful lens gives you a beautiful view of objects in the sky. See Jupiter, Saturn, Mars and Mercury, falling meteors, mountains, jet planes... hundreds of fascinating sights. It's exciting! Educational! And it's all yours now as a truly astounding price. You get a complete telescope kit consisting of big 3-inch objective lens, large astronomical eyepiece, lenses, and crystal-clear instructions... all for \$298. ORDER BY MAIL AND SAVE!

SEND NO MONEY—Use 10 Days at Our Risk Just send name and address. On arrival, pay postage only \$2.98 plus C.O.D. postage. Use 10 days. If you're not 100% thrilled, return for full refund. Save money! Cash orders prepaid. Write today!

HOLLISTER-WHITE COMPANY, Dept. 407-1
1700 West Roosevelt Road, Chicago 24, Illinois

LIMITED TIME ONLY

\$198 HINGED BACK



NEW! IMPROVED! FOR MEN AND WOMEN

All-in-one Cigarette Lighter and Pouch. Case gives you cigarettes and lighter together as you want them. Streamlined, smart, modern... a wonderful convenience, the ideal gift. **FREE... ANY NAME ENGRAVED ON CASE IN 23-KARAT GOLD!** For men or women. Pouch for lifetime service of beautiful plastic. Deep-matte gold... amazing! large supply of field. **SEND NO MONEY... 7-DAY TRIAL.** Order on trial inspection and approval. No credit deposit \$1.00 plus C.O.D. Use 7 days. If not delighted return for refund. (Send \$1.98 with order and new year postcard). Be sure to send name and address.

H & S SALES DEPT. 352-N, 1465 MILWAUKEE AVE., CHICAGO 47, ILLINOIS

DO YOU WANT TO STOP TOBACCO?

Banish the craving for tobacco as thousands have with Tobacco Refresher. Write for free book let listing of sources of tobacco and a business which has relieved many cases.

In Business Since 1909
30,000 Satisfied Customers
THE NEWELL COMPANY
408, Clayton St., St. Louis 5, Mo.

WANT TO BE A MERCHANT SEAMAN?

Approx. \$195 Monthly or Starting PAY More Plus TRAVEL - ADVENTURE Food, Over-CAREER AT SEA ON Time, Lodging, AMERICA'S SHIPS NO EXPERIENCE REQUIRED TO START EX-SERVICE MEN WITH SUFFICIENT SERVICE MAY QUALIFY FOR SHIPS OFFICERS. For further information WRITE today to: Mercantile Information Bureau of Galveston Box 4954-C, Walbrook Station, Baltimore 14, Md.

BARBELLS

Best quality \$8.76 up
FREE CATALOG
Send today for big new 4 color fully illustrated free catalog of BARBELLS, Dumbbells and bench equipment. Free-world famous \$19.90 Dan Lurie Barbell and Dumbbell training courses with every purchase.
DAN LURIE BARBELL CO., Dept. 14-0
1729-H Rockway Pkwy, N.Y. 12



ART FOR PLEASURE AND PROFIT!

Commercial Art,
Designing, Cartooning

ALL IN ONE
PRACTICAL COURSE

Learn to Draw at Home
in Your Spare Time—We
Teach You Step-by-Step

It is pleasant and interesting
to study art the WPA way.
Trained Artists are capable of
earning \$40, \$50 AND MORE
A WEEK! Now is the time to
prepare for a secure and pro-
fitable art career. Our well-
known method of instruction
prepares you for the many
Commercial Art opportunities
in interesting fields. No pre-
vious art experience necessary—
we have trained thousands over
a period of 15 years—WILL
NOT YOU? TWO ART OUT-
FITS furnished with every
of training. Mail coupon for
colorful FREE BOOK, "Art
for Pleasure & Profit," de-
scribes course, and results
enjoyed by our graduates.

VETERANS! WSA Course
G. I. Approved!

FREE BOOK gives details!

WASHINGTON SCHOOL OF ART
Studio 525W, 1115 15th St., N. W.
Washington 5, D. C.

Send free booklet and full particulars about your course.

Name _____ AGE _____

Street _____

City _____ State _____

☐ I am entitled to training under the G. I. Bill.

Amazing New Plan!

DRESS for YOU FOR ORDERING 3!

Thrilling NEW PLAN!

Your choice of Gorgeous New Dress or Suit—
show your favorite style, size and color, given
to you for sending orders for only THREE
DOLLARS for your neighbors, friends, or
your family. THAT'S ALL! Not one cent to
pay. Everything supplied without cost.

EXPERIENCE UNNECESSARY

SAMPLES FREE!

Famous Harford Frocks will send you big,
new Style Line samples—scores of latest
fashions, with actual fabrics. In dress—
suits, coats, skirts, rayon, others—at a
sensational low money-saving price.
Also suits, sports wear, lingerie, hosiery,
children's wear. Show styles, fabrics to
neighbors, friends, family—send
in only 1 order and your own dress
is included without paying one cent.

EARN CASH, TOO—Up to

\$35 in a Week in Spare Time!

Yes, you can earn big cash income—in just
spare time—besides getting a complete
wardrobe for yourself! EASY! Mail
coupon for complete STYLE LINE today!

HARFORD FROCKS, Dept B-482.

HARFORD FROCKS, Dept. B-482.

CINCINNATI 23, OHIO

Mail Coupon
for FREE
OUTFIT

Please rush me the new HARFORD FROCKS STYLE

LINE and full details of your offer.

NAME _____

ADDRESS _____

CITY _____ STATE _____

DRESS SIZE _____ AGE _____

ASTHMA WRITE FOR 10-DAY TRIAL OFFER!

IF YOU SUFFER FROM BRONCHIAL ASTHMA PAR-
OXYSMS, from coughs, gasping, wheezing—write quick
for during 10-DAY TRIAL OFFER. No matter if you con-
sider your case hopeless, write today!

WACOR, 1433-W State-Line Bldg., Indianapolis 4, Ind.



Dear Editor,

For about six months now,
I've stopped my trolley—I'm a
motorman—at the same corner and
picked up a beautiful brunette.
I'm engaged, a timid sort of
fellow, but SHE has a lot to
catch the eye. Always smiles,
and a couple of days ago asked
me to come over to the house.
I want you to know this is not
"A Streetcar Named Desire." I'm
just curious. Good-bye!

James W., Toronto, Canada

Dear Editor,

I have been thinking quite a bit about the New
York girls in your books, but even by stretching my
conscience I can't see how they're any better look-
ing than the pretty ones we see on Biscayne Boule-
vard any day in the week. Maybe you guys live in an
ivory tower, watch the snow fall and forget that we,
too, have a lot of lovelies around. When your photo
boys run out of assignments, send 'em to me. I'll see
that they get good, good pictures.

Harold L. S., Miami Beach, Fla.

Dear Editor,

Now and then I wonder if I am as attractive as
some of the models I see in "Beauty Parade"—those I
see when my husband has finished looking at them, of
course. It may sound funny, but he seems to appreci-
ate me more after studying some of your pretties. It
may be that he and I agree they're good lookers, but
realize we're happy without any outside influences.
This letter is more or less designed to tell you all
your readers aren't wolves. Some of us are wolver-
ines!

Margaret S., Olympia, Wash.

Dear Editor,

Your magazine has helped
me an awful lot, simply by show-
ing me how I should dress to be
more attractive than the other
girls. The so-called fashion books
go in for all sorts of aids to the
feminine figure, but I have
learned a great deal from study-
ing your girls...They seem to
have real attractions and charm!
Helene G., Sacramento, Calif.



A Few of Hundreds of Questions Answered in the Modern Sex Manual



- Blood relation marriage
- How often intercourse
- Arousing of woman
- Male and female sex organs
- Vital parts of sex organs
- Remedies for undeveloped sex organs
- Matching sex compatibility
- First bridal sex act
- "Safe Period" charts
- Delaying climax
- Reaching climax together
- Climax effect on man, woman
- Too much or too little intercourse controlled
- Best time and place for sex act
- 5 senses important in sex
- Sensation parts of woman
- More sex satisfaction for women
- Sex faults of husbands, wives



- Sex frustration
- Masturbation's effect on intercourse, health
- Uncontrolled self abortion
- Cures for sex immaturity for men, women
- Periods of women's increased sex urge
- Husband's preventing wife's climax
- Cause and cure for women's frigidity, men's impotency
- Today's cures for abnormal cases
- Cures for oversexed, undersexed
- Sex advice for all ages
- Ability to have children
- Pregnancy tests
- Sex act in pregnancy; after pregnancy
- Frequency of child-bearing
- Intercourse after change of life; after end of child-bearing
- Vitamin E cure for sterility
- Artificial pregnancy

PLUS HUNDREDS MORE!

THE MODERN SEX MANUAL

ILLUSTRATED

FREE

THIS BOOK WILL OPEN YOUR EYES!

Here, at last, is the first new book on sex relations published in many years—"THE MODERN SEX MANUAL," Dr. E. Podolsky—just off the press! Old fashioned false fears and practices rob you of complete satisfaction. This book is written in a new and exciting frank, simple Questions and Answers style . . . instruction found in no other book! Includes 1950's remedies for abnormal and normal men and women. Packed with new pictures that reveal sex vigor thru body glands, woman's monthly calendar of sex, difficult birth cases, etc. Only \$1.98 (\$5.00 value). You would gladly pay much more than \$1.98 for JUST ONE SOLUTION among the hundreds in this book. Order now—delay is lost satisfaction. Cadillac Publishing Co., Inc. Dept. D-253, 220 Fifth Ave., N.Y.C. 1

PARTIAL CONTENTS OF FREE BOOK!

"The Sexual Study of the Male and Female Human Body in Color Pictures" (sells for \$1) will be given absolutely free with your order of "Modern Sex Manual." The many life-like color pictures with their outspoken explanations will amaze you! Limited offer—Mail Coupon Now!

- Sex differences in man and woman's body
- Sex stimulation thru hormones
- Male sex organ—reaction in sex act and climax
- Female sex organ—how virgin differs
- Breasts before and after pregnancy
- Attaining pregnancy
- Ovaries, womb, etc.
- Inside, outside views of male and female bodies
- Start of pregnancy through child birth
- • • plus many more unusual pictures



TEST THESE BOOKS WITHOUT BUYING!

Cadillac Publishing Co., Inc., Dept. D-253, 220 Fifth Ave., N.Y.C. 1

Send me "THE MODERN SEX MANUAL" in plain wrapper marked "personal" with FREE GIFT (\$5.00 VALUE COMPLETE). I will pay postman \$1.98 plus postage on delivery. If not satisfied within 5 days, I can return books and money will be refunded. I am over 21.

Name

Address

City State

N.Y.C. orders add 2% Sales Tax. Canada or foreign. No C.O.D. Send \$2.50.

☐ Check here if you desire to save delivery costs by enclosing \$1.98 with coupon.



BANISHED FOREVER

From Face, Arms, Legs, Body

Remove your unsightly hair from any part of your face, arms, legs or body. You positively can now safely, permanently or permanently. Doctors say there is absolutely nothing like this anywhere. They enthusiastically endorse it—world-famous. It more highly than any hair remover on the market.

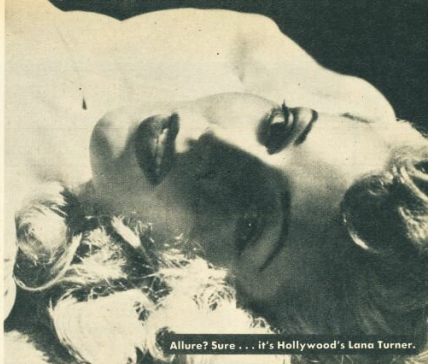
Recommended by America's Greatest Beauty Experts

The world's only book author on the removal of unsightly hair has just published his great, illustrated book. Every method endorsed by physicians, approved by dermatologists and recommended by beauty specialists is contained in it. Simply follow these instructions on depilatories, electrolysis, lotions, waxes, etc., plus personal massages, pinching, prodding, and more.

Our Offer—Send No Money

Lovely, radiant, hair-free skin on face, chin, legs, ONLY send SUPERFLUOUS HAIR AND ITS REMOVAL in plain package. On delivery I will pay postage, 98 cents plus few cents postage. If not satisfied I may return it within ten days and my 98 cents will be refunded. **98¢**

HARVEST HOUSE, 363 Broadway, Dept. F-282, N. Y. C. 13
Name _____
Address _____
☐ CHECK HERE if you want to save postage.
Enclose \$1.00 in coin or cash and we ship prepaid.
Canadian orders, \$1.35 in advance



Allure? Sure . . . it's Hollywood's Lana Turner.

TWO Heads Are Better Than One

Make Money Showing

FREE STOCKING

50% MORE SNAG-RESISTANT

Mail coupon . . . ask for free sample Your Truly nylon stocking with new Plastone Finish. 50% more snag-resistant longer-wearing! In 36 hour-size Individual Fit Service . . . a pattern for every time leg: slim, stout, average, short, long, extra long. Bring this stocking news to everyone . . . shoe-reducers, make money fast, in spare time, without experience. Rush coupon today with letter about yourself.



AMERICAN Hosiery Mills, Dept. C-58, Indianapolis 7, Ind.

NAME _____

ADDRESS _____

CITY _____

STATE _____

PLAY PIANO

The First Day OR DON'T PAY!



Amazing New Automatic Chord Selector Enables You to Play Tunes the Minute You Sit Down At The Piano

Now, learning to play piano is as easy as ABC—so simple, you'll find yourself playing familiar tunes with both hands, within a few minutes. After years of research, Dean Ross—well-known piano teacher—finally developed the Markwik Automatic Chord Selector. This amazing new invention almost magically guides your fingers to the key—enables you to immediately recognize and play the proper chords, even though you previously didn't know one note from another.

Think of astonishing your friends by actually sitting down and playing. What a whole new world of happiness and popularity will open up. Most important, you can prove the value of Dean Ross Piano method without risking one penny! If you can't actually start playing piano immediately—just return the course within 10 days, and your full purchase price will be quickly refunded. **SEND NO MONEY!** Just pay postman 11.98 plus postage on delivery for complete course, including Automatic Chord Selector—**NO MORE TO PAY!** Or we'll pay postage, if you'll send \$1.98 with order—**PLAY or DON'T PAY!**—guarantee holds good either way. **ORDER TODAY!**

DEAN ROSS PIANO STUDIOS, INC.
Dept. HG-S, 45 W. 45th St. N. Y. 19, N. Y.



And Filmland's Ann Sheridan gives us a look.

HONEYMOON LOVE CAN Last Forever

with these

SEX FACTS FOR ADULTS ONLY!



PARTIAL LIST OF ENLIGHTENING CONTENTS OF THE "IDEAL SEX LIFE"

- Role of husband and wife in the sex act.
- How sexual repress in woman, man.
- The perfect sex act.
- Step by step plan for wedding night and honeymoon.
- Avoiding harmful mistakes of newlyweds and older married couples.
- "Rejuvenation treatments" for increasing sex potency of men and women.
- What stimulates sexual desire.
- Sex attraction and art of courtship for woman, man.
- Modern art of mutual sex satisfaction.
- Natural birth control.
- Spanish method, French method, "Karezza" method.
- Attaining Pregnancy.
- Ideal Sex Techniques and methods for glorious sex act.
- Overcoming frigidity in women.
- Preventing dangers of child in the sex life.
- Love-making for different ages and types of men and women.
- Modern methods for sex hygiene. How to cleanse the female vagina, the male genital canal.
- Advice for aged married people.
- Attaining the greatest satisfaction in sex life.
- 4 kinds of sexual satisfaction.
- Avoiding too little or too much sex life.
- Overcome physical hindrance for ideal sex practice.
- Avoiding dangerous sex relations.
- Degeneracy facts of sex.
- The male and female sex organs.
- Practical benefits of sex for married couples.
- Strengthening man's sex virility and sex control towards ideal mutual climax.
- Importance of caresses, embraces for ideal sex life.
- Sources of Disease.
- Sex act regarding change of life, parenthood.
- The problem of masturbation.
- Sexual Case Histories.
- How to treat abnormal cases.
- Art of choosing a mate for ideal married sex life.
- Plus many more revealing chapters — everyone in simple frank words!

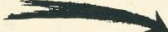
70 INTIMATE, FRANK CHAPTERS

Thousands of readers of this all-complete book (one of the largest on sex) have learned so much more than they thought possible! Practically every type of sex problem and every age is individually treated. Everything that there is to be known about sex and how to carry out the detailed instructions. Will help you experience the supreme joy of a longer, happier married sex life and abolish the dangers of wrong sex notions. The book's 150,000 illuminating words help establish the necessary desired cooperation between husband and wife.

One of the most up-to-date books, the latest improvements, methods, etc., that should be known. This treasure is yours now for only \$1.98 (originally \$6.00). MARGARET SANGER—"Dr. Rutger's work spreads itself sanely into the lives of people who are not afraid to think." INSTITUTE OF MARITAL RESEARCH, Indianapolis—"the most complete volume of this kind."

SEND NO MONEY!

Don't send a cent. Just mail coupon and pay postman on delivery \$1.98 plus postage. You must be completely satisfied that these books will open the door to a new thrilling glorious marriage, or your money will be refunded cheerfully.



NEW YORK MAIL ORDER HOUSE, INC.
Dept. R-396, 220 Fifth Ave., New York 1, N. Y.

Mail me "THE IDEAL SEX LIFE" in plain wrapper marked "personal," with FREE GIFT (47.00 VALUE, COMPLETELY), I will pay postman \$1.98 plus postage on delivery. If not satisfied within 5 days, I can return books and money will be refunded, I am over 21.

NAME _____

ADDRESS _____

CITY, ZONE, STATE _____

Canada or Foreign—No C.O.D.

☐ Check here if you desire to pay delivery costs by enclosing only \$1.00 with coupon under same money back guarantee.

PARTIAL CONTENTS OF THE FREE PICTURE BOOK CONTAINING 317 ILLUSTRATIONS

As a FREE gift to all those who purchase a copy of "The Ideal Sex Life" we offer to you "Picture Stories of the Sex Life of Man and Woman," a complete, fully illustrated book explaining the human body. There are 317 illustrations, with detailed explanations . . . and other enlightening information of lifetime value to both young and old.

- Natural birth control charts.
- Science of sex attraction.
- Facts to know on bridal night.
- Sex organs illustrated and explained.
- Woman's change of life, menstruation.
- Calendar showing days of Fertility—Sterility.
- How to test for pregnancy.
- How sex system of man and woman works.
- The structure of female breasts.
- Pictures how pregnancy takes place.
- How birth through Cesarean is performed.
- How sex vitality is produced in man, woman.
- Unusual cases.
- And hundreds more! This book now sells for \$1.00. Limited supply—no hurry! Mail Coupon NOW!

NEW YORK MAIL ORDER HOUSE, INC. Dept. R-396, 220 Fifth Ave., New York 1, N. Y.

READ
BOTH BOOKS
WITHOUT BUYING

Stage Undies

- ☐ OPERA HOSE, LASTEX MESH Black, Sun Tan & Flesh \$5.00
- ☐ OPERA HOSE, NYLON, Black, Flesh & Nude \$5.00
- ☐ OPERA HOSE, Pure Silk Black \$5.00
- ☐ OPERA HOSE, SUPPORTER, All Elastic, Flesh & Black \$2.50
- ☐ TIGHTS, Waist High, Lanex Mesh, Black & Sun Tan & Flesh \$7.50
- ☐ LASTEX MESH LEOTARD, Black, Sun Tan \$6.50
- ☐ BLACK LACE PANTY AND BRA SET \$4.00
- ☐ PANTIES, CABLE NET, Full Chorus, Flesh, Black & White \$1.50
- ☐ BRASSIERES, CABLE NET, Full Chorus, Flesh, Black & White \$1.50
- ☐ G. STRINGS, NET, Flesh & Black .75c
- ☐ CAN-CAN LACE 2 PC. SET, Black \$6.00
- ☐ CAN-CAN GARTER BELT, Flesh & Black \$5.00
- ☐ CAN-CAN LASTEX MESH HOSE, Black \$4.00
- ☐ CAN-CAN MESH ELBOW GLOVES, Black \$3.00
- ☐ STRIP PANTY, FINE NET, Black or Flesh \$1.50
- ☐ STRIP PANEL AND BRA SET \$10.00
- ☐ STRIP BRASSIERES, FINE NET, Black or Flesh \$1.50
- ☐ STRIP BRASSIERES, FINE NET, Rhinestone Black or Flesh \$2.00
- ☐ RHINESTONE G. STRING, Beaded or Silk Chantrelle, Size by Hip Measurements \$20.00
- ☐ FRINGED BRASSIERE To Match \$5.00
- ☐ DANCE BELT, Girdle Elastic \$3.50
- ☐ REHEARSAL SET, Midriff and Trunk \$4.95
- ☐ PIN UP TYPE, Silk or Velvet; Panty and Bra Set, Ideal for Rehearsal or Photography \$10.00
- ☐ SKATERS SKIRT, Circular Type \$4.95
- ☐ SKATERS TRUNKS, French Cut \$2.95

STAGE UNDIES, Dept. HGP-6

302 WEST 51st STREET NEW YORK CITY

✓ CHECK EACH ITEM WANTED

MAIL TODAY

Check Size ☐ Small ☐ Medium ☐ Large

☐ I enclose \$..... you pay postage

☐ Send C.O.D. I will pay postman

Name.....

Address.....

City.....

State.....

Cash or C.O.D.

STAGE UNDIES

302 WEST 51st ST. NEW YORK CITY

PHONE CIRCLE 7-7785

IF I Send YOU THIS FINE SUIT-

Will You Wear It and Show It to Friends?

Amazing plan! No money needed! I want on ambition, alert man in your town to get this golden rule-to-measure suit by taking a few orders from friends. Show it—talk about it—use this suit to help you take more orders and earn up to \$10.00 in a day. My sensational plan can bring you good money—easy!

No Experience Needed—No House-to-Home Canvassing
Experience not necessary. Amazing low price money big income for you without house-to-house canvassing, and exciting chance to get your own suit or a BONUS without paying one cent.

Send for FREE Cloth Samples!
I supply complete, all-weather, modern, construction to you FREE, and send you a \$10.00 suit. This is your chance. Don't let anyone get ahead of you. Start at once. Free money and suit free. Don't send for money—send for FREE! Don't let anyone get ahead of you. Start at once. Free money and suit free. Don't send for money—send for FREE!

John Grant, STONE-FIELD Corp.
812 S. Throop Street
Dept. F-873 Chicago 7, Ill.



SUCTION SPONGE

AUTO WASHER

Glides across surface and presto! new "Suction" Auto Washer shampoos cars like magic. Dust, dirt, grease, grime disappear in jiffy. Automobiles gleam like a mirror.

SAMPLES FOR AGENTS
Sample offer sent immediately to all who send name at once. A penny postal will do. Send No Money—JUST YOUR NAME.
KISTEE CO., 2472 Bar St., Akron, Ohio



QUICK
EASY!

Farmer's Daughter



HAY, hay and a ha-cha-cha! Pixyish little Marcia Kaye adds charm to the farm, straw hat and all. Any traveling salesman would volunteer to become the No. 2 guy in a story involving a sweetie like this!

Enjoy Hilarious "Monkey-Shines"
at your next Masquerade Party
WITH THESE AMAZING LIFE-LIKE
RUBBER MASKS



NOW WATCH ME HAVE SOME FUN WITH THE GANG TONIGHT AT THE MASQUERADE

COVER ENTIRE HEAD . . . LAST FOR YEARS . . . SO LIFELIKE PEOPLE GASP WITH AMAZEMENT AND DELIGHT...

Mold-Art Rubber Masks are molded from best grade natural flexible rubber. They cover the entire head. Yet you see thru the "eyes." The mouth moves with your lips . . . you breathe . . . smoke . . . talk . . . even eat thru it. Hand-painted for realism. Wonderful for every dress-up occasion—for parties or gifts. Fun for children and adults alike.



DONALD DUCK
\$2.69
(©Walt Disney Prod.)



MASKS AVAILABLE
IDIOT MONKEY LADY KILLER
CLOWN OLD MAN OLD LADY 4 EYES
TRAMP SATAN BLACK FACE
MONSTER MAN SOPHISTICATED LADY
All masks above are \$1.69 each
MICKEY MOUSE MINNIE MOUSE
DONALD DUCK at \$2.69 each
Special Santa Claus at \$3.69



Yes, here is Halfwit in all his goofiness. People howl with laughter when you put on this life-like mask.

MONKEY \$1.69



SEND NO MONEY!

Just mail coupon below. ORDER MASKS BY NAME as listed in this ad. All masks priced \$1.69 except Santa Claus (\$3.69) and Mickey Mouse, Minnie Mouse and Donald Duck (at \$2.69 each). When package arrives pay postman the price plus C.O.D. postage (we pay postage if cash is sent with order). Sanitary laws prohibit return of worn masks. All masks guaranteed perfect.

RUSH COUPON NOW

RUBBER-FOR-MOLDS, INC.

6044 Avondale Avenue, Dept. 322H, Chicago 31, Illinois

Rubber-For-Molds, Inc., 6044 Avondale Ave., Dept. 322H, Chicago 31, Ill.

Send me the Masks checked below

<input type="checkbox"/> Idiot	<input type="checkbox"/> Monkey	<input type="checkbox"/> Lady Killer	() Ship C.O.D. I will pay postman the price plus C.O.D. postage.
<input type="checkbox"/> Clown	<input type="checkbox"/> Old Man	<input type="checkbox"/> Old Lady	
<input type="checkbox"/> 4 Eyes	<input type="checkbox"/> Tramp	<input type="checkbox"/> Satan	() Ship postpaid. Payment in full enclosed herewith.
<input type="checkbox"/> Black Face	<input type="checkbox"/> Monster Man	<input type="checkbox"/> Sophisticated Lady	
<input type="checkbox"/> Mickey Mouse	NAME (Print Plainly)		
<input type="checkbox"/> Minnie Mouse	STREET		
<input type="checkbox"/> Donald Duck	CITY		Zone State
<input type="checkbox"/> Santa Claus			



Do you want to know the best ways to woo, win and keep the one you love? Now you can learn—from the experience of successful lovers—many proven ways to find and hold a mate. You get secrets of technique. You get confidential information on how to avoid heartbreaking mistakes. Yet all this valuable information—so vital to your personal happiness—is yours for such an amazingly low price!



ART OF KISSING

The greatest lovers of all times agree that correct kissing is one of the most important steps in wooing and winning. To master this art is to enjoy life. "The Art of Kissing" explains and discusses 23 kinds of kisses.
Only 50c

TRUE LOVE GUIDE

Frank discussions, instructions and explanations on how to woo, win, and hold. Love and marriage problems answered in simple, easy-to-understand language. Try it, a love guide for everyone.
Only 50c

MODERN LOVE LETTERS

Complete instructions for writing letters on love, courtship, and marriage. 47 effective model letters for any situation, together with poems and thoughts of love which you will find very helpful in your correspondence.
Only 50c

ALL 3 BOOKS—ONLY \$1.00

Each of these books is an amazing bargain at 50c a copy. Order all three and enjoy a still greater saving, because the entire set of 3 costs you only \$1.00.

5-DAY EXAMINATION

We are so confident that this valuable information will make a hit with you, and that you won't want to part with your copies at any price, that we make this amazing offer. Mail this 5-Day Examination Coupon today. After your books arrive, read them, examine them, and if you are not more than delighted, return them within 5 days and your purchase price will be refunded promptly and without question. But, act now because this offer may be withdrawn at any time. Rush this coupon now!

☐ PICKWICK CO., Dept. HG-4,
 Box 485, Times Sq. Bldg., New York 18, N. Y.
 Send books checked below at once in plain wrap-
 per. I enclose \$..... (cash or money order.)
☐ Send all 3 books
☐ Send books checked:
☐ The Art of Kissing ☐ True Love Guide
☐ Modern Love Letters
 Name
 Address
 City & Zone State
☐ If C.O.D. preferred mark X in box, mail coupon
 and pay postman \$1.00 plus postage. Canadian or-
 ders 75c additional—cash with order.

I.Q.? . . Well, Eye-Full!



The blues get a kick.

JUNGLE JAZZ



They call this a tropic turn.
And then — supplication!



WHEN lithe, lovely Shirley Levitt-Armanda goes into her dance, it becomes apparent that all restraint is left behind. Here the brunette, olive-skinned dancer from Liberia shows some of her best lines.

BE A THOROUGH AT ANYTHING YOU DO! WORK WITH **PROGRESSIVE POWER**

Amazing get-quick results... YOURS for only **10c** INSTEAD OF \$1 FOR ALL 5 VOLUMES

Let's Go, Pals! I'll prove I can make YOU an **"ALL-AROUND" HE-MAN**

FAST—or NO COST!
says George F. Jowett

"The Jowett System is the greatest in the world," says R. F. Kelly, Physical Director, Atlantic City



World's Greatest Body Builder

Enjoy My "Progressive Power" Strength Secret! Give Me 10 Easy Minutes a Day—Without Strain!

I'll teach you the "Progressive Power Method" through which I rebuilt myself from a physical wreck the doctors pronounced to die at 35, to the holder of more strength records than any other living athlete or teacher! "Progressive Power" has proven its ability to build the strongest, hardiest men in the world. And it also teaches you how to save your money by doing what no other body builder can do—you're I can do the same for you right in your own home. Let me prove I can add inches to your arms, broaden your shoulders, give you a handsome chest, powerful legs and a beautiful back in 10, 20, or even your whole body so quickly it amazes you. I'll join you with power and confidence in every one of our 10 lessons—each progressively—and to get started on the job! Through my proven secrets I bring to life new power in you through the muscles of your body. I'll make you the most fully satisfied man in the world you want to be.

PROVE IT TO YOURSELF IN ONE NIGHT

Send only 10c for my 3 easy-to-follow, picture-packed courses now to a complete volume course to become a muscular man! Experience the invigorating strength that sweeps through your muscles.

10 DAY TRIAL!

Think of it—10c and 10 days! Famous Progressive Power now in complete volume for only 10c. If you don't actually FEEL results within ONE WEEK, send it back and your money will be promptly refunded!

GEORGE F. JOWETT
champion expert call
"Champion of Champions"
• World's wrestling and weight lifting champ at 17 and 18
• World's Strongest Arm • 4 Times World's Perfect Body—plus other records!

I am making a drive for thousands of new friends fast—**FREE!** (Value at \$8 each)
SO GET NOW MY 5 Muscle Building COURSES
(Value at \$8 each)
All in 1 Great Complete Volume Packed With How-To-Do-It Pictures!

Now, this "get-quick" extremely low price of only 10c in your chance to build a body you'll be proud of! Follow Jowett's easy method of muscle building NOW!

For Only **10c**

FREE!

PHOTO BOOK OF FAMOUS STRONG MEN!



FREE GIFT COUPON!

Jowett Institute of Physical Culture
230 Fifth Avenue, New York 1, N.Y. N-35

George F. Jowett
Champion of Champions

Dear George—Please send by express mail prepaid, **FREE!** Jowett's Photo Book of Strong Men, along with all 5 Muscle Building Courses. 1. Building a Mighty Chest. 2. Building a Mighty Arm. 3. Building a Mighty Grip. 4. Building a Mighty Back. 5. Building the Mighty Legs—Now all in One Volume "How to Become a Muscular He-Man." Do enclosed first 10c. No C.O.D.'s.

NAME..... AGE.....
(Please Print Plainly. Include Zip Number)

ADDRESS.....

NEWS of UNUSUAL BOOKS!

Originally FROM \$3. TO \$25. A COPY

— AND NOT TO BE HAD AT BOOK STORES OR LIBRARIES!

1. **LILA AND COLLETTE.** A translation from the French of the adventures of two charming coquettes behind the little red lights of pre-war Paris. With those carefree Rahngild drawings which decorated the \$25 edition privately published under the title *There Are Twenty Good Ways of Doing It*. Now Only \$1.98.

2. **PASQUERELLA AND MADONNA BABETTA.** The strange lives of two violent and beautiful women against the soft, alluring background of the freedom and abandon of the Renaissance, and attributed to Boccaccio. The Fabio Fabbi illustrations make this edition even more glamorous than the \$7.50 one from which the text is reproduced. Now Only \$1.98.

3. **TWINS OF NUREMBERG.** A story of two Siamese twins (their bodies joined to each other) and the men who courted each separately, but had to live with both at the same time. Almost 700 pages of the most exciting reading of your life. Reduced to \$2.98.

4. **TWO LESSONS IN LOVE.** The story of a man who pretends to be deaf, and hears from the lips of his wife and his daughter inside stuff about their private lives which a whole detective agency would never be able to discover for him. Reduced to \$1.98.

5. **DREAM MATES.** Two strangers, a man and a woman, meet on a railway station an hour before dawn. He helps her with her luggage to a hotel, and they pass on into a series of adventures of almost incredible cruelty and tenderness. Reduced to \$2.98.

6. **RED CANVAS.** An American correspondent has left his young, beautiful wife in Paris while the city was still in the hands of the Germans. The carefree brutality of love in wartime is the background of this breathless story of a city whose men could fight the enemy and whose women were forced to comfort him. Only \$1.98.

7. **SHANGHAI HONEYMOON.** Two beautiful white women, mother and daughter, match their femininity against the wiles of the greedy little merchants of the Far East. You may imagine for yourself what happens, but you can never imagine the conversations which only that darling of the Parisiennes, Maurice Dekobra, can provide. Only \$2.98.

8. **MEN AGAINST MADNESS.** Dr. Lowell Selling's case-book of men and women in love—fathers ranged against daughters and mothers against their sons, in a *mêlée* of fatal, incomprehensible attractions. As exciting to the senses as it is horrifying to the mind, but it's all real none the less. Only \$2.98.

9. **BUMARAP.** Samuel Roth's account of a passionate young revolutionist who dreams his way from a park bench on Columbus Circle to a famous house on Madison Avenue. How he got his name, stumbled into the apartment of a red-headed young Countess, and spent thirty-six hours in the most wonderful bed he had ever seen are matters you will chuckle over for many a happy hour. Delightfully illustrated. Reduced to \$1.98.



You may have all Nine Books for
Only \$20

Quantities Limited

ORDER IMMEDIATELY!

ORDER
BY
NUMBER

UNUSUAL BOOKS, Dept. R-2, 110 Lafayette St., New York 13, N. Y.

Gentlemen:

I enclose _____ for book (s) whose number (s) I check below. I may return for full credit what does not altogether please me.

1 2 3 4 5 6 7 8 9

NAME _____

NO. and STREET _____

CITY _____ ZONE _____ STATE _____

☐ Let me have the 9 books for \$20

☐ Send C.O.D. I enclose \$1 as binder.

Good-
bye
Now

DON'T think Rhea Collins is going high-hat on us... She's only five foot three, needs the topper to add to what you note is already a very good stature. The smile helps, too!



**Reduce
FAT!**
UP TO **5 lbs. A WEEK**
LOSE UGLY FAT!



Scientific Way to

**LOSE
WEIGHT**

Enjoy the pep and energy of a slimmer figure the Dr. Phillips Approved Way!

REDUCE

**10-20-
30 LBS.**
AND IMPROVE
YOUR FIGURE!

WE GUARANTEE

THESE
STATEMENTS
OR YOU

DON'T PAY A PENNY!

Don't be denied a beautiful, attractive figure. Lose ugly excess fat NOW—no guarantee! THE KELPIDINE PLAN does the work with little effort on your part, is HARMLESS as indicated and supplies a healthy food element. YOU'LL BENEFIT REDUCING THIS WAY!

Proven results are shown quickly. Many report losing 15, 20, 30 lbs. and even more in a matter of weeks. With THE KELPIDINE PLAN ugly fat and extra inches seem to disappear like magic.

Now you may shed those dieting bulges on Dr. Phillips KELPIDINE Easy Follow Reducing PLAN. It helps reduce the HIGHEST CURVES in the RIGHT PLACES.

Kelpidine (Furax) is the only known food product listed in medical dictionaries as an ANTI-FAT AND AN AID IN REDUCING. As United States Government Agency registered KELPIDINE TABLETS, Mail coupon and TEST it at HOME for 10 days FREE at our expense.



"Thanks to Kelpidine in just a few weeks I lost four inches from the waistline and hips."—Ann Leslie, New York City.

**MONEY-BACK GUARANTEE
WITH A 10-DAY FREE TRIAL**

\$2 If the Kelpidine plan doesn't do the wonders for you as it has for others, if you don't lose as much weight as you want to lose, if you're not 100% delighted with results, **YOUR MONEY WILL BE RETURNED AT ONCE!**

FREE! The famous Dr. Phillips Reducing Plan which has helped many lose 10, 20, and up to 30 pounds quickly and safely will be sent absolutely FREE, with your order.

MAIL COUPON NOW!

•••••
 American Healthbids Co., Dept. 390
 1025 Broad St., Newark, New Jersey
 Send me at once for \$2 cash, check or money order, one month's supply of Kelpidine Tablets, postpaid.
 If I am not 100% satisfied my money will be refunded.
 Name _____
 Address _____
 City _____ State _____
☐ I enclose \$5. Send three months' supply.
 ••••• **SENT ON APPROVAL!** •••••

PAY LESS—GET THE BEST! SENSATIONAL
SAVINGS! YOUR MONEY REFUNDED IF YOU CAN BUY THEM FOR LESS!

LATEST STYLE LUXURY
GENUINE FIBRE

SEAT COVERS

**LUXURY SEAT COVERS
SAVE YOU MONEY!**

**Same Superb Quality As Used
In The Most Expensive Seat Covers.**

Buy from Luxury and SAVE TREMENDOUSLY on smartest, new style, color glamorous seat covers! Lacquer-coated to repel water, LUXURY Genuine Fibre Seat Covers are double-stitched, trimmed with rich leatherette for extra long, luxury wear! Expertly tailored, RICHER, STRONGER, Revolutionary — New ELASTICIZED SLIP-OVER SIDES assure FAULTLESS FIT... NO INSTALLATION COST! All in stunning Scotch Plaids of soft, harmonious multi-color weaves! Make old cars look like new... new cars even more elegant!

**SMARTEST SCOTCH PLAIDS
YOUR CHOICE OF 23
SPARKLING COLORS!**

**WHATEVER YOUR CAR
HERE ARE YOUR COVERS!**

Guaranteed perfect fit for every popular make and model, old or new, including—

BUICK	LaSALLE
CADILLAC	LINCOLN
CHEVROLET	MERCURY
CHRYSLER	NASH
DeSOTO	OLDSMOBILE
DODGE	PACKARD
FORD	PLYMOUTH
FRAZER	PONTIAC
HUDSON	STUDEBAKER
KAISER	TERRAPLANE
LAFAYETTE	WILLYS

And Many Others

SENT ON APPROVAL

Only \$4.98
For Coupe or Front Seat!

Only \$8.95
Complete Set of Covers for Sedan or Coupe!



BUY FROM LUXURY
AND SAVE! ACT NOW
Satisfaction Guaranteed
or 5-Day Money-
Back TEST AT OUR
RISK.

2. Full
Back and
Front Seat
Protection!

4. Adds In-
stant Class
to Your Car!

1. Smooth
Glove-Like
Fit!

3. Richly
Grained
Leatherette
Trim!

The Exact
Same Material Used
in the Most
Expensive
Seat Covers!

5. MONEY
SAVING!
STURDY!

**EASILY INSTALLED —
TAKES A FEW MINUTES!**
(on all make cars)

Specify style for YOUR car.

TYPE A — Solid back for 4-door sedan...front or rear. Rear for coach or coupe.

TYPE B — Divided back, solid seat for front coupe or coach.

TYPE C — Individual seats or bucket type for divided back and seat.



SENT ON APPROVAL! SEND NO MONEY!

**LUXURY SEAT COVER CO. Dept. 15
1025 Broad St., Newark 2, N. J.**

Gentlemen: Kindly rush LUXURY Seat Covers on special 5-day Money-Back Inspection Offer.

Color _____ 2nd Color _____

☐ Full set front & back covers \$8.95. My car is a 19____ Make _____

☐ Front seat cover only, \$4.98. ☐ 2-door ☐ 4-door

☐ Back seat cover only, \$4.98.

☐ Type A ☐ Type B ☐ Type C

☐ On delivery I'll pay postman purchase price plus few cents postage and C.O.D. charges.

Name _____

Address _____

City _____

Zone _____ State _____
(PLEASE PRINT)

☐ \$_____ purchase price enclosed. You pay postage.

**MONEY-BACK GUARANTEE
with 5-Day FREE Trial**

**Men!
Ladies!**

**Here's THE JACKET You've Wanted
At a Sensational Saving!**

**Ladies'
Only
\$4.95**

**Men's
only \$4.95**

**Special
Combina-
tion
Offer,
Both for
Only
\$8.95**

This Fine Smoking Quality
PIPE Included With Each
Man's Jacket . . .

**AT
NO EXTRA
COST**

**This Lovely Compact
Included With Each LADY'S
JACKET AT NO EXTRA COST!**

We sold hundreds of these Yvette Compacts at
\$1.98 each. You get yours without additional cost
with each Lady's Jacket that you order. Compact
has mirror, sifter and puff. They're beautiful.



LADIES'

MEN'S

You'll Love It!

Take this jacket for carefree ease
—and for that certain poise which
being "in the know" on style gives
you! That new low hipline is a
"flash" from the fashion front. Perky
shoulders! Suave yoke! You will
adore its smart distinctive lines . . .
you will always enjoy its caressing
warmth. It's tailored of favorite
"Spun-Rite," justly popular for its
wear . . . for its beauty! It will be
your prop and mainstay, season in,
season out. Select yours from one
of these seasons' latest shades:
Camel Tan or Stop Red. Sizes 12
to 20. Compact included with each
jacket.

Ideal for Sports-Leisure

Here's a sturdy "be-man's" jacket
of a thousand and one uses that
will keep pace with the fastest
tempo of your busy day. Cut for
real comfort of "Spun-Rite"—mag-
ically flexible, smartly tailored and
shape-retaining as well as warm.
Snappy yoked back. Harmonizing
buttons for looks and wear. Grand,
deep, saddle pockets. Seamed sides
—so stride along as you will. You'll
live in it from dawn 'til night.
Choose Camel Tan with the follow-
ing choice of harmonizing colors:
Forest Green or Luggage Brown.
Check your size from 36 to 44 on
coupon. Pipe included with each
jacket.

SEND NO MONEY—RUSH THIS COUPON!

**ILLINOIS MERCHANDISE MART, Dept. 2127-PP
1227 West Loyola Ave., CHICAGO 26, ILL.**

Gentlemen: Send me the "Spun-Rite" jackets indicated below, C.O.D. I
must be fully satisfied with my purchase or will return within 10 days
for refund. Compact included with each lady's jacket, a pipe with each
man's jacket.

Name	Please		
Address	write		
City	State	plainly	
LADY'S JACKET Sale Price, \$4.95	Camel Tan	Stop Red	
Check color wanted			
Combination Price for 1 Man's and 1 Lady's Jacket BOTH only \$8.95			
MAN'S JACKET Sale Price, \$4.95	Camel Tan with these colors	Luggage Brown	Forest Green
Check color wanted			
CHECK SIZE WANTED			
LADY'S 12, 14, 16, 18, 20	MAN'S 36, 38, 40, 42, 44		
MY TOTAL PURCHASE AMOUNTS TO: \$			
C. O. D.			

"YOU ARE UNDER ARREST"



There's a Thrill in Bringing a Crook to Justice Through Scientific CRIME DETECTION!

We have taught thousands of men and women this exciting, profitable pleasant profession. Let us teach you, too, *in your own home*. Prepare yourself in your leisure time, to fill a responsible, steady, well-paid position in a very short time and at very small cost. What others have done, you, too, can do.

Over 800 of All U. S. Bureaus of Identification Now Employ I. A. S. Trained Men As Heads or Assistants

Here's a Partial List of Them

Send for **FREE Complete list of over 800 Bureaus** where our Students or Graduates are now working

State Bureau of Connecticut
State Bureau of Ohio
State Bureau of Arizona
State Bureau of Rhode Island
State Bureau of Texas
State Bureau of Utah
Key West, Florida
Charleston, S. C.
Lincoln, Nebraska
Portsmouth, N. H.
Albany, N. Y.
Trenton, N. J.
Cincinnati, Ohio
Granite, Okla.

Montgomery, Ala.
Phoenix, Arizona
Glendale, Calif.
Seattle, Washington
Madison, Wis.
Miami, Florida
Leavenworth, Kans.
Annapolis, Md.
Minneapolis, Minn.
Vicksburg, Miss.
Hartford, Conn.
San Juan, Porto Rico
Ketchikan, Alaska
Honolulu, Hawaii

FREE!

"BLUE BOOK OF CRIME"

It's a thriller, filled from cover to cover with exciting information on scientific crime detection. It tells about some of the most interesting crimes of modern times, and how the criminals were brought to justice through the very methods which you are taught in the I.A.S. course. The book will tell you, too, how at a cost so low you shouldn't even think of it, you can get started on this important training without delay. Don't wait. Clip the coupon and send it along **TODAY**. No salesman will call.

INSTITUTE OF APPLIED SCIENCE

(A Correspondence School Since 1916)

Dept. 226A, 1920 Sunnyside Ave., Chicago 40, Ill.

Be A
**FINGER
PRINT**
Expert

Not Expensive or Difficult to Learn at Home

Scientific Crime Detection is not as simple as it might appear. It's not an occupation at which anyone without training might succeed. It's a science—a real science, which when mastered **THROUGH HOME TRAINING** gives you something no one can EVER take from you. As long as you live—you should be a trained expert—able to make good in scientific crime detection. "We will teach you Finger Print Identification—Fire-arms Identification—Police Photography—and Criminal Investigation." That's what we told the men who now handle those jobs in Identification Bureaus throughout the nation. And now we repeat, but **THIS** time it's to **YOU** . . . Just give us a chance and we'll train you to fill a good position in the fascinating field of scientific crime detection.

NOW IS THE TIME TO START!

New Bureaus of Identification are being established since the war. Many industrial plants now finger-print all of their employees. Naturally, the need of more Finger Print Experts is evident. Fit yourself now to hold down a fine job as a recognized Expert in Crime Detection. You can learn this fascinating profession in your *own home* and you can pay as you learn.

Clip and Mail Coupon Now

INSTITUTE OF APPLIED SCIENCE

Dept. 226A, 1920 Sunnyside Ave., Chicago 40, Ill.

Gentlemen: Without obligation, send me the "Blue Book of Crime," and complete list of Identification Bureaus employing your students or graduates, together with your low prices and Easy Terms Offer. (Literature will be sent **ONLY** to persons stating their age.)

Name.....

Address.....RFD or Zone.....

City.....State.....Age.....



Enjoy another classic from the Yootha Archive

Discover more amazing collections in our **eBay shop**

<http://stores.ebay.co.uk/Yootha-Archive-of-Vintage-and-Retro>

or at **www.yootha.com**